

**MANSFIELD DOWNTOWN PARTNERSHIP
FINANCE AND ADMINISTRATION COMMITTEE
MEETING
TOWN HALL
CONFERENCE ROOM B**

THURSDAY, NOVEMBER 16, 2012

MINUTES

Present: Chair Harry Birkenruth, Phil Barry, Tom Callahan, Mark Hammond, Matt Hart, Mike Kirk, Dave Pepin, Bill Simpson and Frank Vasington

Guest: Toni Moran

Staff: Cynthia van Zelm

1. Call to Order

Chair Harry Birkenruth called the meeting to order at 3:08 pm.

2. Approval of Minutes from October 25, 2012

Phil Barry made a motion to approve the minutes of October 25, 2012. Frank Vasington seconded the motion with a correction. The minutes should be changed to reflect that the approval of relocation expenses for Select Physical Therapy is \$39,215.85, not \$39.215.85. The motion was approved with the correction.

3. Recommendation of Toni Moran to Serve on Committee

Bill Simpson made a motion to recommend to the Board of Directors that Toni Moran be appointed to the Finance and Administration Committee. Mr. Barry seconded the motion. The motion was approved.

4. Relocation Claim Reviews

Phil Michalowski, the Partnership's relocation consultant from Milone & MacBroom, joined the Committee by phone to discuss the relocation claim from Select Physical Therapy. He reviewed the eligible moving expenses and eligible fit-out expenses (that which are re-establishment expenses).

Mr. Simpson made a motion to approve \$28,343.05 in relocation expenses for Select Physical Therapy. Mark Hammond seconded the motion. The motion was approved.

Mr. Michalowski said relocation expenses are below budget. He said the remaining relocation claims will come from Body Language, Husky Pizza (final claim), Skora's, Subway, and Travel Planners. He expects that relocation could be completed by the end of the calendar year.

Mr. Michalowski signed off from the meeting.

5. Review of Storrs Center Signage Proposal

Cynthia van Zelm reviewed her memo on kiosks for Dog Lane that would advertise the Storrs Center businesses and provide information on events. She is proposing two to three signs that would go up as soon as possible. The proposal would be for the Partnership to pay for half the cost of the kiosks, with LeylandAlliance paying the other costs. She noted that the Town has an outstanding grant application at the state that, if granted, would reimburse for the cost of the signs. Ms. van Zelm said she is working with the Advertising and Promotion Committee on a more comprehensive signage proposal for all of Storrs Center.

The Committee had several questions including whether the kiosks will be lit, how will they be maintained and by who, can signs be posted on the kiosks for other events outside of the downtown, and can a map of the Town Hall/Community Center be included on the kiosk. Ms. van Zelm said she will follow-up with Leyland on the design of the kiosk, with the input received from the Finance and Administration Committee.

Ms. van Zelm said she is working on a Storrs Center operations and maintenance plan with the Town Manager and the Director of Public Works. It is likely that the commercial type signs would be maintained by the Partnership and/or Leyland.

Tom Callahan asked about the tenant contribution to signs, events, etc. Ms. van Zelm will follow-up to see how that fee is allocated.

Mr. Barry made a motion to allocate \$8,450 from the Partnership's budget for the pilot kiosks in Phase 1 of Storrs Center, and to ask the Advertising and Promotion Committee to develop a comprehensive signage program and budget for Storrs Center. Mr. Callahan seconded the motion. The motion was approved.

6. Storrs Center Update and Business Plan Update

Ms. van Zelm said she spoke with Howard Kaufman from LeylandAlliance about providing an update to the Committee in January on the next phase's business plan and the other timely issues in the Storrs Center benchmarks.

Ms. van Zelm provided an update on the current business openings and Storrs Road.

She said that Leyland has prepared a draft survey to provide input into the current interest in for-sale housing. The goal would be to circulate the survey to the Partnership and Leyland databases as well as to UConn alumni. Ms. van Zelm and Mike Kirk will follow-up on how far the geographic distribution would be on the survey to alumni, and whether it can be sent to other UConn constituencies.

Ms. van Zelm will work with Mr. Birkenruth and Mr. Kaufman to set up a follow-up meeting on housing in January.

7. Approval of Meeting Dates for 2013

The Committee agreed by consensus to the proposed meeting dates for 2013.

8. Adjourn

Matt Hart made a motion to adjourn. Mr. Hammond seconded the motion. The meeting adjourned at 4:30 pm.

Minutes taken by Cynthia van Zelm

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